

## BOARD ACTION MEMORANDUM

**TO:** NCUA Board **DATE:** December 3, 2010

**FROM:** Office of General Counsel **SUBJ:** Proposed Rule -  
Part 740

**ACTION REQUESTED:** Board approval of proposed rule to amend certain provisions of NCUA's advertising rule. 12 C.F.R. Part 740.

**DATE ACTION REQUESTED:** December 16, 2010.

**OTHER OFFICES CONSULTED:** All Regional Offices and E&I.

**VIEWS OF OFFICES CONSULTED:** Concur.

**SUBMITTED TO INSPECTOR GENERAL FOR REVIEW:** Yes.

**BUDGET IMPACT, IF ANY:** No.

**RESPONSIBLE STAFF MEMBER:** Frank Kressman, Senior Staff Attorney,  
Office of General Counsel.

**SUMMARY:** Staff recommends the Board issue the attached proposed rule to revise certain provisions of NCUA's official advertising statement rule. Specifically, insured credit unions will be required to include the statement in all radio and television advertisements, annual reports, and statements of condition required to be published by law. The proposal also defines the term "advertisement" and clarifies size requirements for the official advertising statement in print materials.

**RECOMMENDED ACTION:** Recommend the Board issue the proposed rule.

**ATTACHMENT:** Proposed rule.